

PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution

DATE: August 14, 1989

FROM: Fredric S. Newman *FN*

SUBJECT: Camel Advertising

Attached for your information is a copy of the letter from James Johnston to Congressman Sikorski responding to his inquiry about the Camel "Smooth Moves" ad. (Although Mr. Johnston's letter is dated June 16, I just received it.)

Please note Mr. Johnston's unequivocal statement of Reynolds' policy that people below the age of 18 should not smoke. This statement was picked up by Congressman Luken at the July 25 hearing and in some related press coverage, because it is seemingly a deviation from past industry representations which suggest that 21 is the appropriate minimum age. For example, the industry Sampling Code restricts the distribution of sample cigarettes to smokers over 21. Similarly, the industry practice, begun under the Advertising Code, has been to avoid publications primarily directed to persons under 21. It is also an industry undertaking that there will be no promotional efforts on college campuses. Finally, three states, Alabama, Alaska,

and Utah, have a minimum age of 19 for the purchase of cigarettes.

Separately, you should be aware that Reynolds has provided documents relating to the entire Camel "Smooth Character" campaign to Congressmen Waxman and Synar in response to their request. It is reasonable to assume that these documents discuss Marlboro's success in the young adult market.

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attachment

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